

2071847389

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# BASIC MONEY-OFF

# **PM USA - Basic Special Offer**

## **PROGRAM OBJECTIVES/STRATEGIES**

- Offer a discount of .25¢ per pack/\$2.50 per carton to adult smokers in Retail Masters & Non Retail Masters stores on all packings of Marlboro during the five week period from 3/2/98 to 4/5/98 (discount 4 consecutive weeks in RM and 3 consecutive weeks in NRM stores ).
- Communicate the discount with supporting POS.

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# **PM USA - Basic Special Offer**

## **FIELD SALES FORCE OBJECTIVES**

### **OBJECTIVES**

- Penetrate 90% of Retail Masters accounts and 70% of Non Retail Masters accounts
- Place promotional POS (with retailer's price call-out) in all participating stores.

### **RESULTS (Cume Through w/o 3/2)**

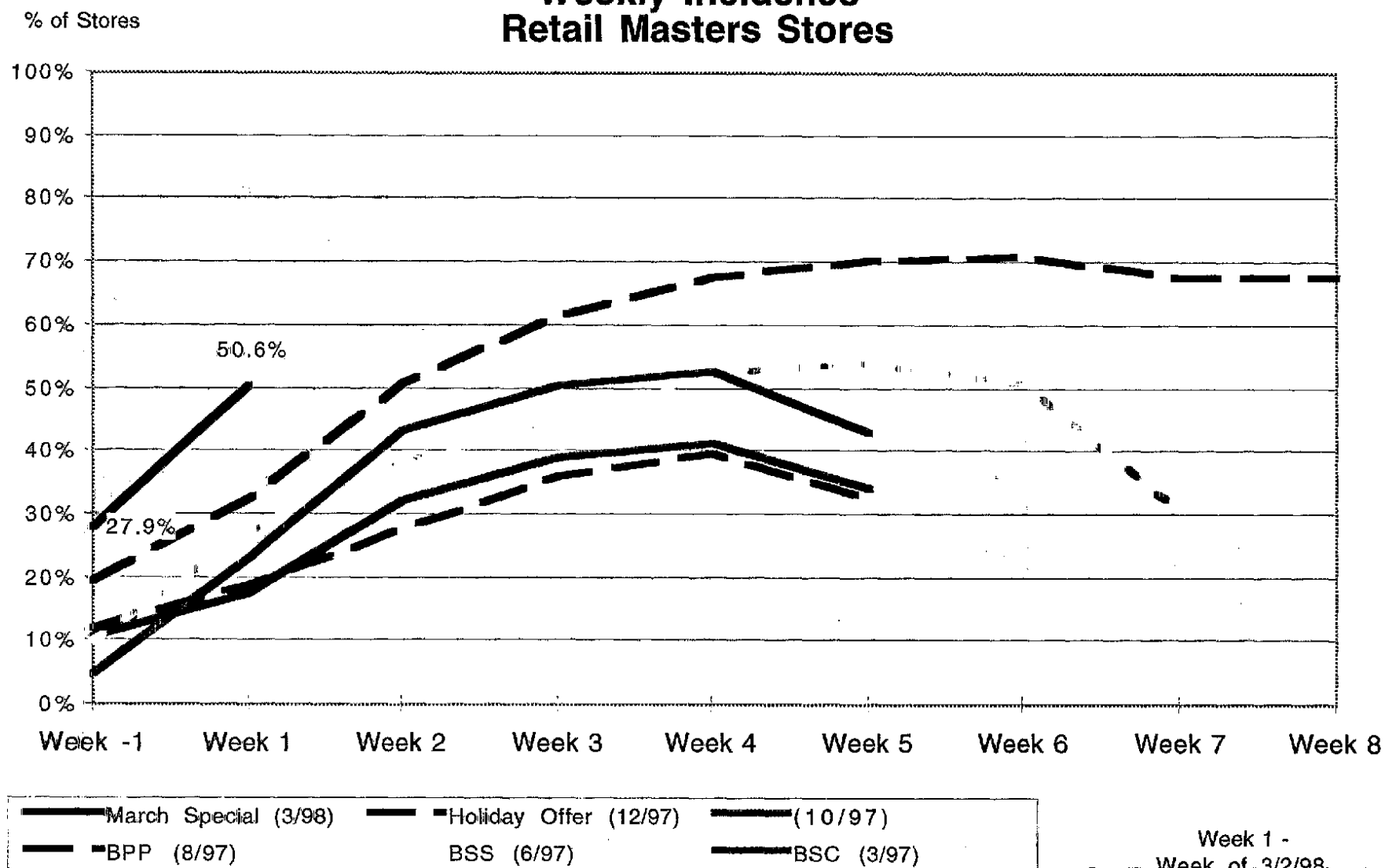
- 55.7% of RM stores and 27.1% of NRM stores had visible money-off
- 50.7% of RM and 22.2% of NRM stores had visible money-off

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# PM USA - Basic Special Offer

## Basic Money-Off Weekly Incidence Retail Masters Stores

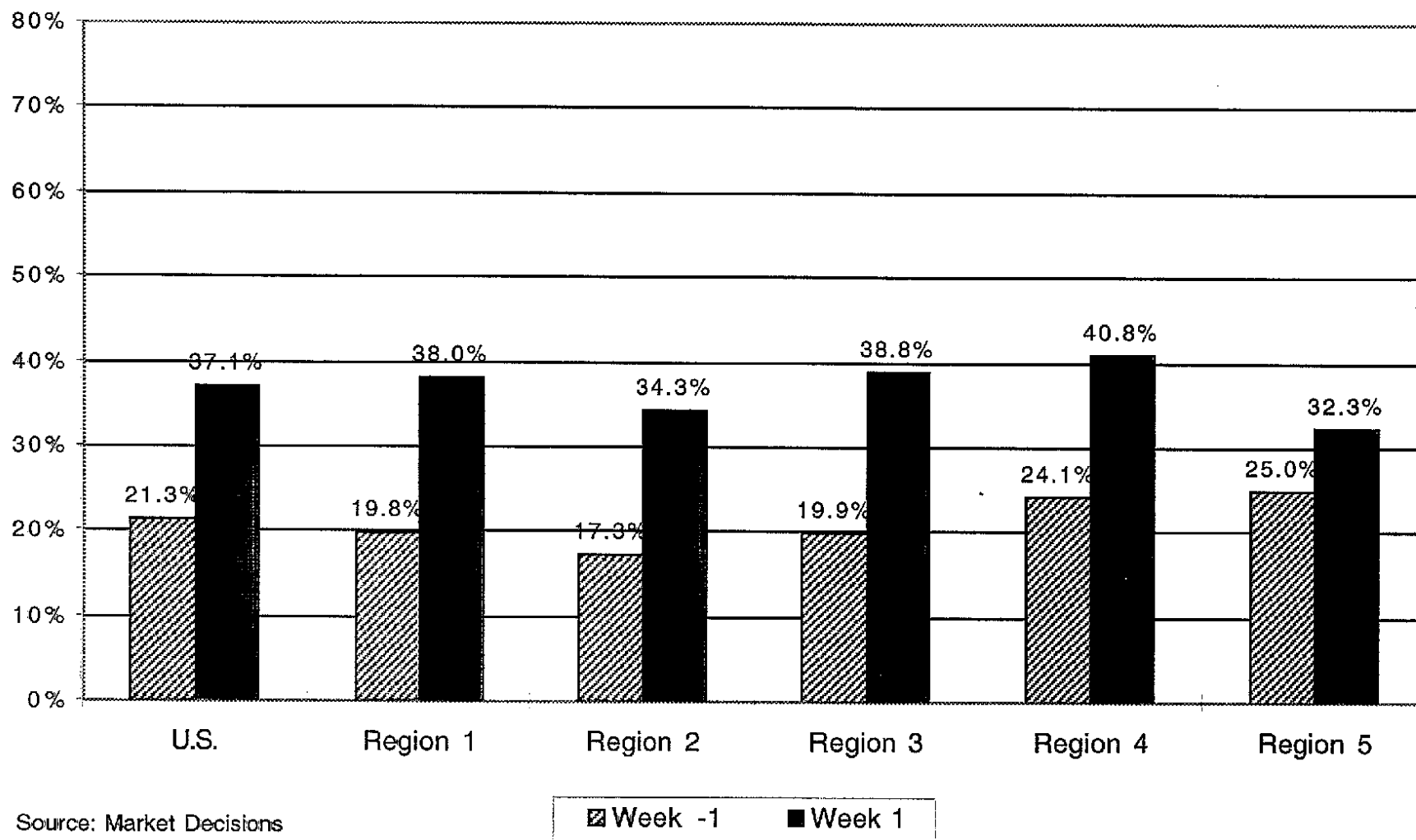


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# PM USA - Basic Special Offer

Basic Money-Off Weekly Incidence  
Week 1 (W/E 3/2/98)  
Total Retail Masters & Non Retail Masters Stores



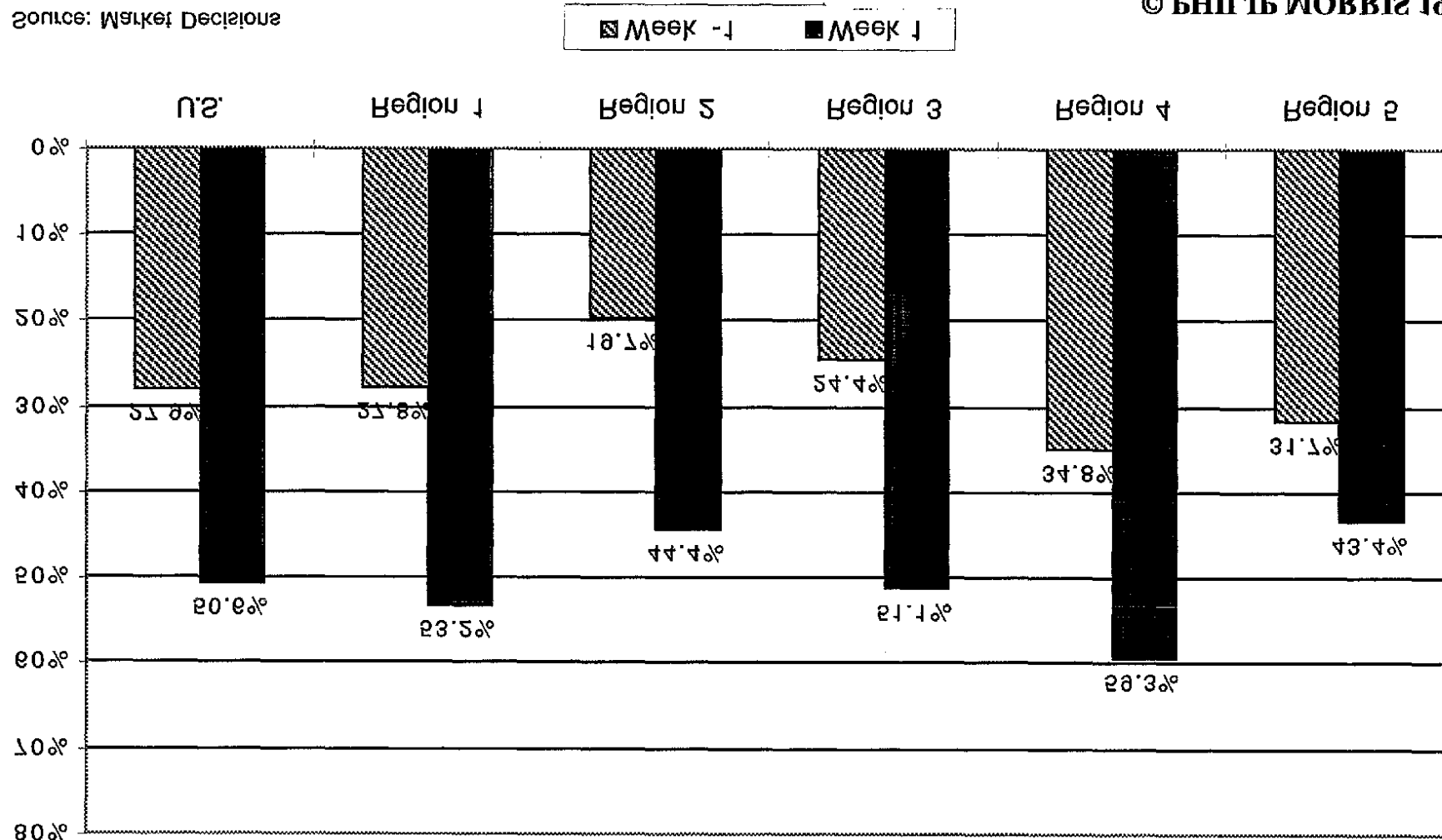
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Source: Market Decisions



Retail Masters Stores

Week 1 (W/E 3/5/98)

Basic Money-Off Weekly Incidence

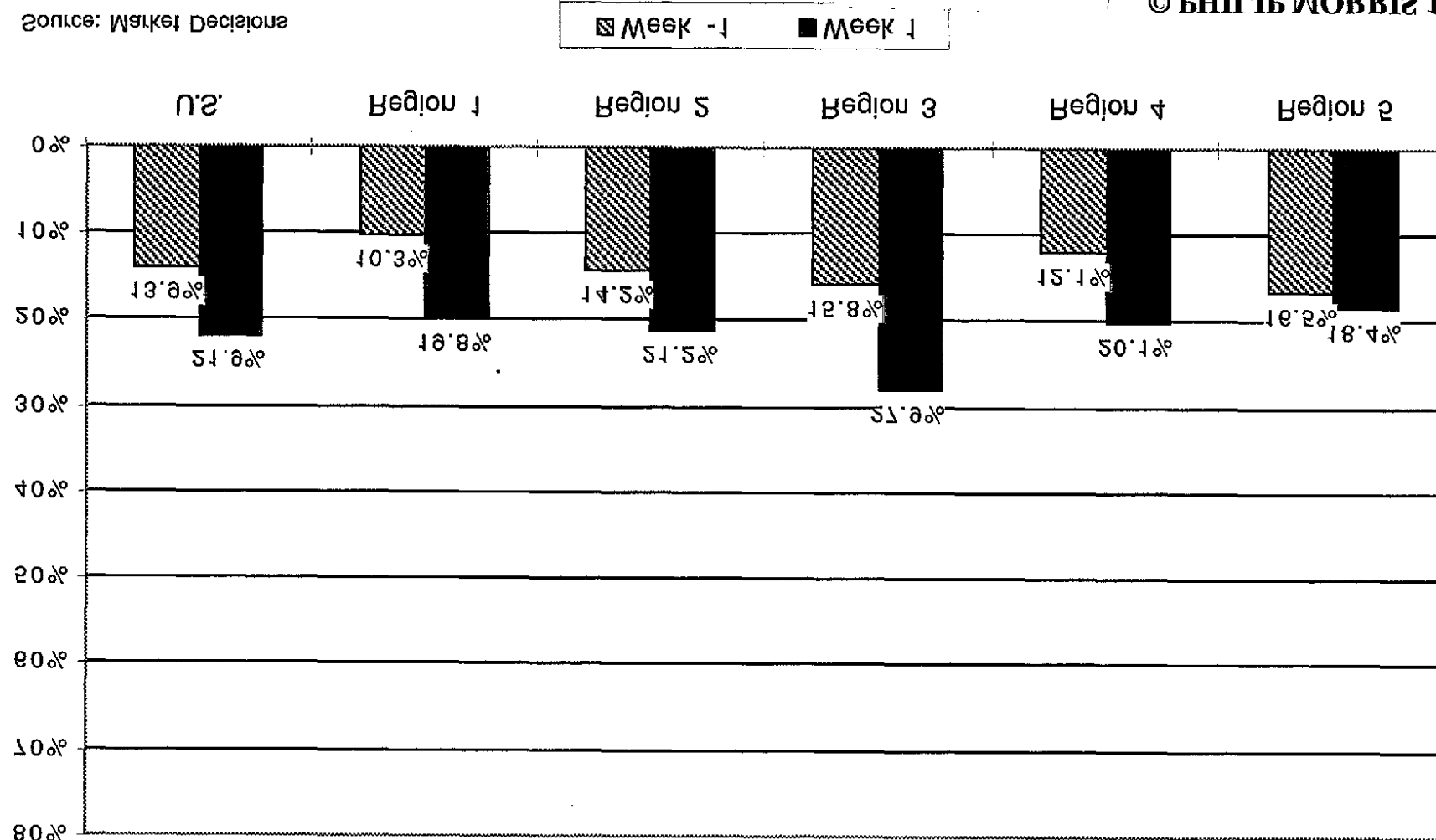
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Source: Market Decisions

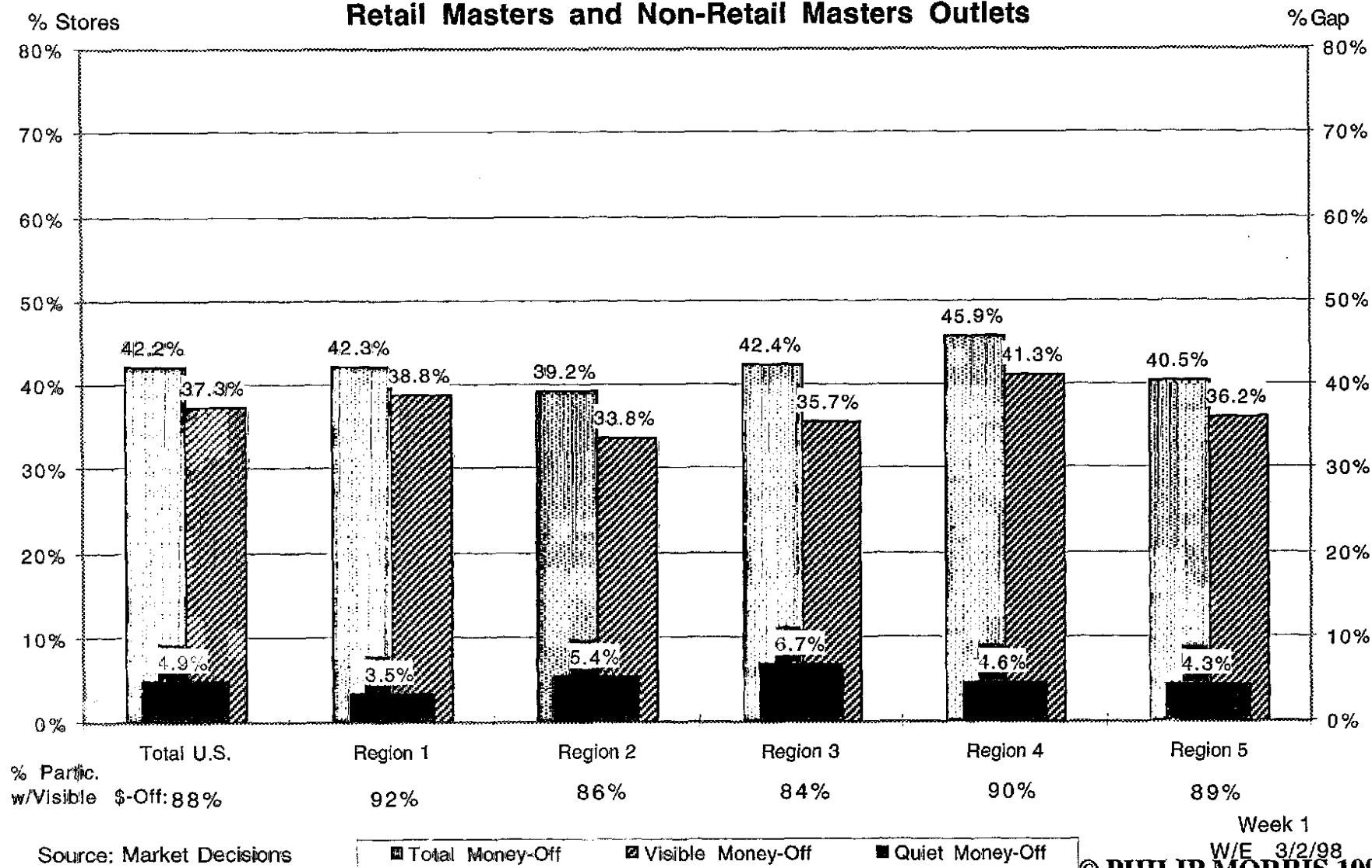


Non Retail Masters Stores  
 WEEK 1 (W/E 3/5/98)  
 Basic Money-Off Weekly Incidence

# PM USA - Basic Special Offer

# PM USA - Basic Special Offer

## Basic Money-Off Cume Week -1 Thru Week 1 Retail Masters and Non-Retail Masters Outlets

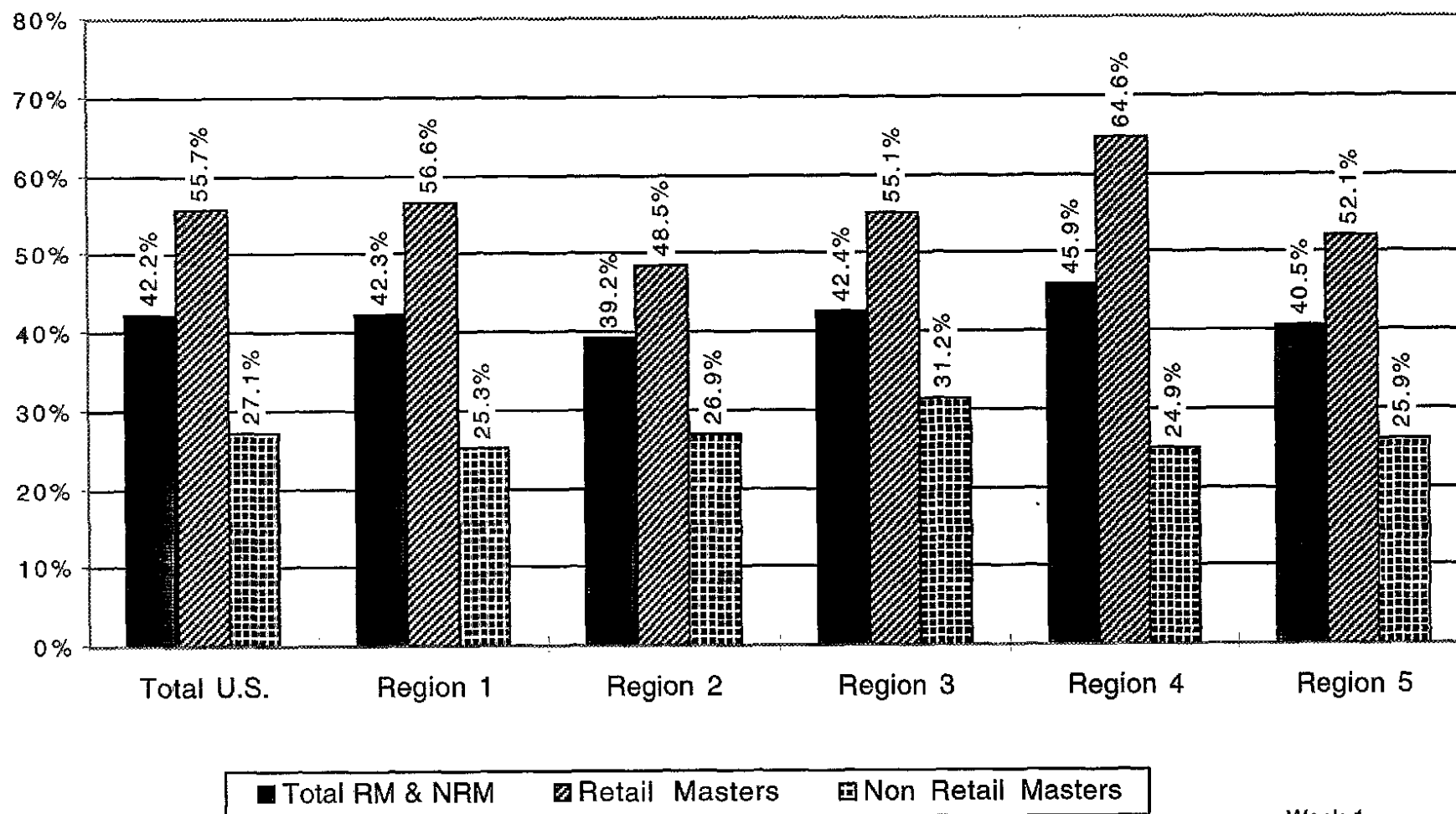


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# PM USA - Basic Special Offer

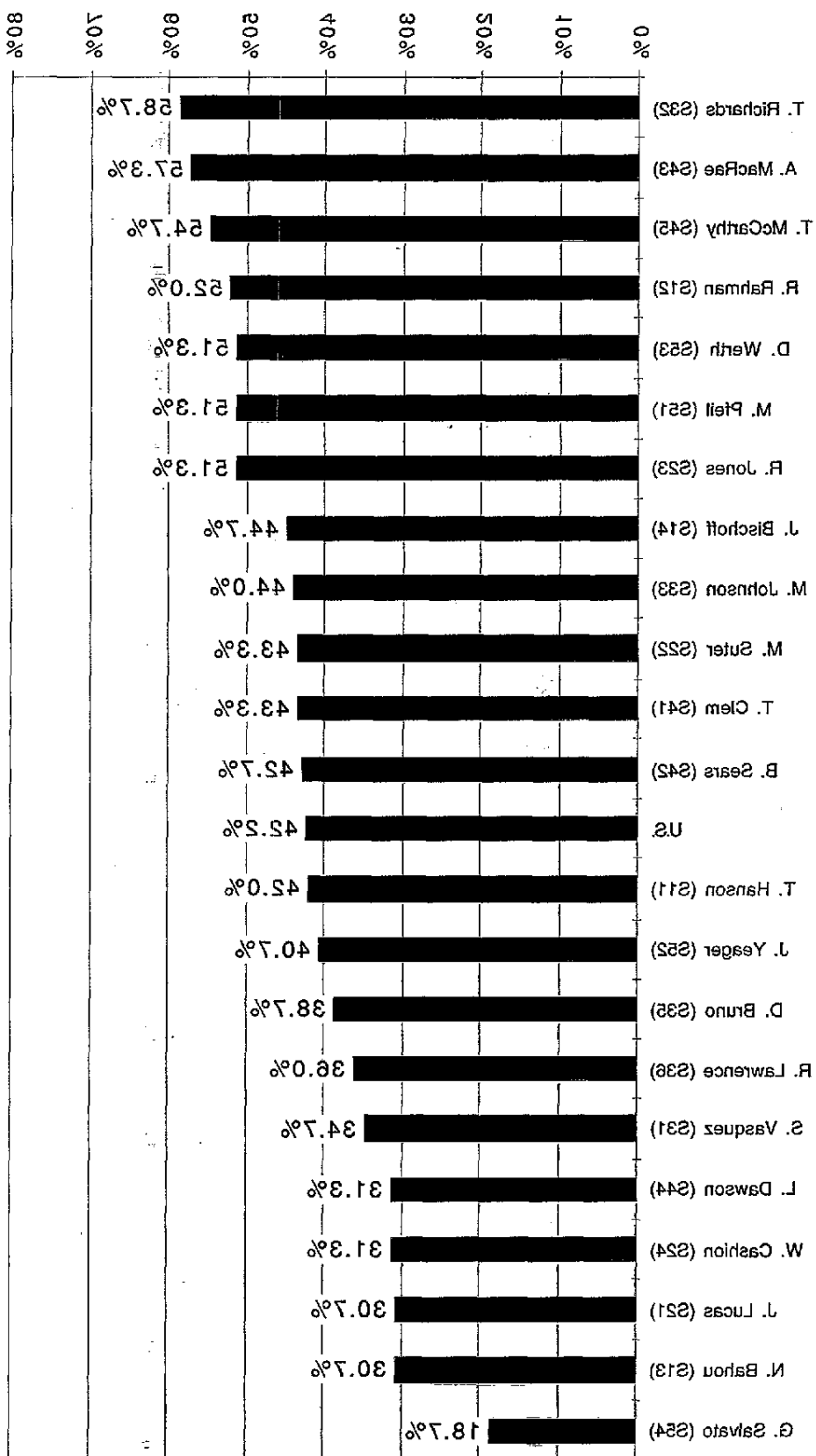
Basic Special Savings  
Total Money-Off Incidence  
Cume Week -1 Thru Week 1



Source: Market Decisions

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Week 1  
W/O 3/2/98  
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# BM USA - Basic Special Offer.

Cumulative Money-Off Incidence Week 1 (w/o 3/5/88)

Retail Masters & Non Retail Masters Stores

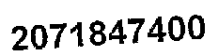
Basic March Special Savings

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Source: <https://www.industrydocuments.ucsf.edu/docs/jigy0004>